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Bowie and Jagger

'Music Zap' benefit for Live Aid group

NEW YORK, N.Y. — Mick Jagger and David Bowie's "Dancing In The Street" music video will be released Aug. 23 to movie theaters nationally as a "Music Zap" to benefit the Live Aid Foundation.

Music Zaps are 35mm music videos recut for theatrical exhibition and remixed for Dolby 4 channel surround sound. The single for "Dancing" is scheduled for release Aug. 21 on EMI-America Records. All proceeds from the single will go directly to the Live Aid Foundation.

The Eastman Kodak Co. is sponsoring the theatrical presentation that is expected to reach one out of every four movie screens in the country. The screen presentation begins with a montage of still photos specifically taken at the Live Aid event July 13 by two crews of Kodak photographers. The close of the piece freezes on the 800-Live-Aid number stating: "Remember why we did it. Help keep it alive."

As the Live Aid plea rolls out onto 5,000 of the existing 22,000 movie screens nationally, it also sets an unprecedented theatrical launch of a short subject music piece. Posters are being distributed to record retail outlets and theater lobbies to ensure higher visibility of the project.